

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL AMSTERDAM

UNCLAS STATE 203482

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: SALE OF U.S. BICENTENNIAL UNCIRCULATED ANR PROOF
COIN SETS

FOLLOWING IS A REPEAT QUOTE STATE 165064 R 29 JUNE FM
SECSTATE WASHDC

1. AS ADDRESSEE POSTS MAY BE AWARE, BUREAU OF THE MINT IS PRODUCING 15 MILLION SETS OF UNCIRCULATED AND PROOF COINS FOR SALE AS PART OF BICENTENNIAL CELEBRATION. UNLIKE BICENTENNIAL COINS WHICH ARE BEING CIRCULATED, PROOF COINS CONTAIN 40 PERCENT SILVER. SETS CONSIST OF EISENHOWER DOLLAR, KENNEDY HALF-DOLLAR, AND WASHINGTON QUARTER. THE THREE COINS WERE DESIGNED ESPECIALLY FOR THE BICENTENNIAL IN A NATIONWIDE COMPETITION. DOLLAR DISPLAYS LIBERTY BELL ON REVERSE SIDE, HALF-DOLLAR SHOWS INDEPENDENCE HALL IN PHILADELPHIA, AND QUARTER DEPICTS COLONIAL DRUMMER BOY.

2. ABOUT HALF OF SETS BEING MINTED ALREADY HAVE BEEN SOLD IN U.S. OR ABROAD. COST IS NINE (9) DOLLARS PER SET FOR INDIVIDUAL ORDERS AND SEVEN (7) DOLLARS PER SET FOR BULK
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ORDERS OF 50 SETS OR INCREMENTS OF 50 SETS.

3. BUREAU OF THE MINT PROPOSES SENDING REPRESENTATIVE TO SPEND TWO DAYS PROMOTING SALE OF COIN SETS AT EACH

OF ADDRESSEE POSTS. REPRESENTATIVE WOULD ANTICIPATE SETTING UP SMALL DISPLAY IN TRADE CENTERS AND AT APPROPRIATE LOCATION RECOMMENDED BY AMEMBASSIES BRUSSELS AND THE HAGUE AND AMCONGEN ZURICH. BANKERS AND COIN DEALERS WOULD BE INVITED TO VIEW AND DISCUSS PURCHASE OF BICENTENNIAL COIN SETS. PROPOSED ITINERARY IS LONDON, SEPT. 13-14; BRUSSELS, SEPT. 16-17; THE HAGUE, SEPT. 20-21; FRANKFURT, SEPT. 23-24; ZURICH, SEPT. 27-28; AND MILAN, SEPT. 30 - OCT. 1.

4. ALL COSTS OF PROMOTING SALES OF COIN SETS WOULD BE BORNE BY TREASURY DEPARTMENT. POSTS WOULD BE EXPECTED TO SEND OUT INVITATIONS TO PROSPECTIVE PURCHASERS. TRADE CENTERS COULD TURN THIS TASK OVER TO MARKET PROMOTION CONTRACTORS. AMEMBASSIES THE HAGUE AND BRUSSELS AND AMCONGEN ZURICH COULD HIRE TEMPORARY HELP OR FIND LOCAL CONTRACTOR TO SEND OUT INVITATIONS. IT HAS BEEN ESTIMATED THAT COST TO TREASURY DEPARTMENT WOULD BE 50 DOLLARS FOR TWO-DAY BETWEEN SHOW PROMOTION CHARGE AT EACH TRADE CENTER AND 100 DOLLARS FOR USE OF SPACE FOR TWO DAYS AT OTHER POSTS. COST OF PREPARING, PRINTING, AND MAILING INVITATIONAL MATERIAL HAS BEEN ESTIMATED AT 150 DOLLARS. COST OF INTERPRETER AT EACH POST (EXCEPT LONDON) ESTIMATED AT 100 DOLLARS FOR TWO DAYS.

5. ACTION REQUESTED: WOULD APPRECIATE POSTS' COMMENTS ON FEASIBILITY OF MARKETING BICENTENNIAL COIN SETS. WOULD ALSO APPRECIATE COMMENTS ON COST ESTIMATES GIVEN ABOVE AND ESTIMATED COST OF SMALL RECEPTION FOR INVITEES WHICH BUREAU OF THE MINT REPRESENTATIVE MAY WISH TO HOST AT SOME LOCATIONS. ASSUMING MARKETING COIN SETS CONSIDERED FEASIBLE, WILL FORWARD ONE-PAGE FACT SHEET TO BE TRANSLATED AND INCLUDED WITH INVITATION LETTER. KISSINGER

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